

**ABSTRACT**

A method enabling a wireless telephone or other communication device to enter a unique/generic string identifier such as an e-mail address. When entered on the communication 5 device, a Wireless Name Service (WNS) Server is contacted. The WNS server responds to the communication device with information that is associated with the string identifier in a WNS Registry. The WNS Registry may contain data elements that are returned based upon the application of optional rules to the circumstances 10 of the call.